

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Elections – General Elections, 2014 – Awareness Campaign through Telugu News Papers – Insertion of Paid Advertisement – Payment of Rs.65,00,000/- towards the cost of Advertisement charges to M/s Pamm Advertising & Marketing, Hyderabad – Sanctioned – Orders – Issued.

GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

**G.O.Rt.No: 1960**

**Dated:11-05-2014**

Read the following:-

1. G.A. (Elecs.E) Dept. Lr.No. 1269/Elecs.E/A2/2014-4, dt:30-03-2014 .
2. G.O.Rt.No.1475, Fin. (Expr.GAD-I) Dept., dt:11-04-2014.
3. From M/s Pamm Advt. & Mktg, Hyderabad, Bill No. PH/2014/04/12, dt.30-04-2014.

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**ORDER:**

In the Government letter 1<sup>st</sup> read above, the General Manager (Mktg.), M/s Pamm Advertising & Marketing, Hyderabad have been requested to insert 12 X 10 Sq. Cm size in colour advertorial with 40 Sq.Cm free additional space on every day in all editions of Andhra Pradesh in Sakshi Telugu daily news paper for 30 days commencing from 01.04.2014 with a cost of Rs.65.00 lakh, in connection with Awareness Campaign Publicity regarding General Elections, 2014.

2. Accordingly, the Agency has inserted advertisement in all editions of Sakshi Telugu daily news paper in Andhra Pradesh in 12 X 10 Sq. CM in colour with 40 Sq.Cm free additional space for 30 days commencing from 01.04.2014 and requested for payment of Rs.65,00,000/- in the reference 3<sup>rd</sup> read above.

3. After careful examination, Government hereby accord sanction for payment of **Rs.65,00,000/-** (Rupees Sixty Five lakh only) to the General Manager, (Mktg.) M/s Pamm Advertising & Marketing, Hyderabad towards cost of insertion of 12 X 10 Sq. Cm size colour advertorial with 40 Sq.Cm free additional space on every day in all editions of Andhra Pradesh in Sakshi Telugu daily news paper during the period from 01.04.2014 to 30.04.2014 in connection with Awareness Campaign Publicity regarding General Elections, 2014.

4. The expenditure sanctioned in para 3 above shall be debited to “**2015 Elections - MH 104 Charges for Conduct of Elections for Lok Sabha and State Legislative Assemblies when held simultaneously – SH (04) Conduct of Elections to Lok Sabha and State Assembly – 260 Advertisements, Sales and Publicity Expenses**” and shall be met from the additional funds provided vide G.O.2<sup>nd</sup> read above.

5. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para (3) above and credit in favour of “**Pamm Advertising & Marketing, A/c No. 90061250000351, Syndicate Bank, East Patel Nagar, 7 Sethi Bhavan, 7-Rajendra Place, New Delhi-08, IFSC Code No: SYNB0009006, MICR Code No.110025014, PAN No.AAA FP 7680H.**”

6. This order does not require the concurrence of Finance Department as per the orders issued vide G.O. 2<sup>nd</sup> read above.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

BHANWAR LAL  
CHIEF ELECTORAL OFFICER & E.O.  
PRINCIPAL SECRETARY TO GOVERNMENT

To  
The General Manager, Pamm Advertising & Marketing, Hyderabad  
The General Administration (Claims.C) Department  
The Pay & Accounts Officer, Hyderabad  
The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad

**Copy to:**

The Director of Treasuries & Accounts, A.P., Hyderabad  
The Accountant General, Andhra Pradesh, Hyderabad.  
SC/SF

//FORWARDED:: BY ORDER//

SECTION OFFICER